Influencer Search

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| Use Case Name: Influencer Search | | ID: 1 | Importance Level: Medium |
| Primary Actor: Marketer | Use Case Type: Detail, Essential | | |
| Stakeholders and Interests:  Marketer – Looking for an appropriate influencer that will help promoting their product | | | |
| Brief Description:  Marketer will ask for an influencer which matches the most with their target audience | | | |
| Trigger:  Marketer asks for a matching influencer  Type:  External | | | |
| Relationships:  Association: Marketer  Include:  Extend:  Generalization: | | | |
| Normal Flow of Events:   1. Marketer has already specified some interests and details concerning the target product 2. The marketer enters the section where he/she asks for a matching influencer 3. She/he presses the search button | | | |
| Sub Flows:   1. The search engine core receives required information from marketer profile | | | |
| Alternate/Exceptional Flows:  F, 2a1. No specification has been made for a marketer or product  F, 3a1. No matching influencer  F, 4a1. Not enough balance for searching | | | |